

REQUEST FOR PROPOSAL (RFP)
VIDEO PRODUCTION SERVICES FOR CITY OF BRENTWOOD

Issued By:
The Community Relations Department
of the City of Brentwood, Tennessee

Issuance Date: May 18, 2018

Video Production Services for the City of Brentwood



Proposal Submission Date:
June 8, 2018 (10:00 AM central standard time)

Staff Contact:
Deanna Lambert
Karen Harper

NOTICE TO BIDDERS

This Request for Proposal (RFP) has been posted to City of Brentwood website for your convenience. Agenda and attachments, if issued, are also posted. It is the Bidder's responsibility to ensure that the entire RFP package, in its latest version, is reviewed prior to submittal of a proposal.

Responding firms shall submit their sealed proposal in the format specified in the Request for Proposals. All proposals will be due by June 8, 2018, 10:00 a.m. local time at the Brentwood Municipal Center, 5211 Maryland Way, Brentwood, TN, 37027. Questions concerning the Request for Proposals may be sent by e-mail to Deanna Lambert at deanna.lambert@brentwoodtn.gov with Video Production Services RFP in the subject line or call 615-371-2259. Verbal or faxed quotations will not be accepted. The City of Brentwood reserves the right to reject any and/or all proposals, to waive any irregularities or informalities in a proposal, and to accept any proposal, which, in its opinion, may be for the best interest of the City.

I) INTRODUCTION AND OVERVIEW

A. City of Brentwood

Incorporated in 1969, The City of Brentwood is a suburb of Nashville. Located in Williamson County and known for its low crime and rolling hills, Brentwood is a very desirable community to live. [Money Magazine](#) named Brentwood as the third best place in America to launch a career based on our community's blend of affordability and strong economic performance. The City operates under a Commission-City Manager style government with seven current City Commissioners.

Brentwood will officially celebrate its 50th year as a city in 2019. Throughout 2019, the City will celebrate in several ways possibly including a community parade, a fundraising gala, historic events, and community concerts.

B. Purpose and Opportunity.

The purpose of this RFP is to seek the services of a Video Production Company to produce a documentary video to commemorate the City of Brentwood's first 50 years. Along with the documentary, we would like to have a few shorter marketing type videos to post on social media and our website.

II) SCOPE OF SERVICES.

The City of Brentwood is seeking offers from interested companies and/or individuals to send their proposals for video production services.

A. Scope Detail and Functional Requirements

The vendor will be required to enter into an agreement to provide professional, competitively priced video production services for the City of Brentwood for the following:

1. Official City of Brentwood 50th Documentary
2. Alternate edit of same content to advertise the documentary on social media and www.brentwoodtn.gov

B. Scope of Work Basics

The vendor will be required to conduct a kick-off meeting with the City of Brentwood team to confirm goals and creative direction. During that meeting, the video timeline, storyboard, acquisition of assets and any future animation will be discussed.

The complete production package should include:

1. CREATIVE CONSULTING/PRE-PRODUCTION, CONCEPTING PLANNING
2. ALL SCRIPT-WRITING AS NECESSARY
3. ALL PRODUCTION CREWS, EQUIPMENT AND SUPPLIES
4. ALL EDITORIAL SERVICES AND EQUIPMENT
5. MUSIC/SOUND EFFECTS LICENSING
6. FINISHED PRODUCTION INCLUDING COLOR CORRECTION AND MASTERING, BOTH AUDIO AND VIDEO
7. DELIVERY MASTERING/ENCODING FOR ONLINE USE TO FORMATS DEEMED APPROPRIATE FOR FINAL USE BY BRENTWOOD

C. Scope of Content

The purpose of the video will be to commemorate and educate the community about the history of Brentwood and to inspire and promote Brentwood to future residents and generations. The video will be published on the city's website, government access television channel, social media outlets, and screened in public, possibly on a large outdoor screen in the Spring of 2019. The video length will be determined once all assets and interviews are accounted for, but should not be longer than 15 minutes in total length. The marketing video should be no more than one minute. The City of Brentwood will work with the production team on a script and fact gathering. All video will be shot in Brentwood at various locations and coordinated with the City of Brentwood's Community Relations Director. One interview for the documentary is already on beta film and at least three other interviews and b-roll would be needed. This video will need captions for the hearing impaired.

We are hoping to accomplish a production similar to this [VIDEO](https://youtu.be/lhgini6uJ5w) <https://youtu.be/lhgini6uJ5w> produced for the Heritage Foundation of Williamson County.

D. Approval and Delivery

The City's 50th Anniversary video sub-committee will review rough cuts and have final approval for the documentary and marketing videos.

All final video files must be delivered in high-definition and digitally with two DVDs, and compressed video clips for the internet and social media outlets.

Timeline for documentary completion is February 15, 2019.

III) SUBMISSION INSTRUCTIONS

A. Timetable.

The following timetable should be used as a working guide for planning purposes. The City of Brentwood reserves the right to adjust this timetable in its sole discretion during this RFP process.

Request for Proposal Issued	May 18, 2018
Question and Answer Meeting	May 23, 2018 @ 3pm Brentwood City Hall
Request for Proposal Response Due	June 8, 2018 @10am CST

B. Inquiries.

Direct all questions related to this RFP via email to Community Relations Director, Deanna Lambert, Deanna.Lambert@brentwoodtn.gov with Video Production Services in the subject line. All questions and inquiries will be reviewed and responses will be posted online at www.brentwoodtn.gov.

C. Submissions.

All submittals must be received no later than **June 8, 2018 @ 10am CST**. Submittals must be submitted in a sealed envelope. No submission will be accepted after the deadline. Incomplete or ineligible submissions will not be reviewed. Every effort will be made to ensure the safe handling of submitted materials; however, the City of Brentwood will not be responsible for any loss or damage. Submission should be sent by UPS or FedEx to:

Deanna Lambert
City of Brentwood
PO Box 788
Brentwood TN 37024

Hand Delivery Submissions should be delivered to:

Brentwood City Hall
Deanna Lambert
Director of Community Relations
5211 Maryland Way
Brentwood TN 37027

D. Compliance with RFP.

Submissions must be in strict compliance with this RFP. Failure to comply with all provisions of the RFP may result in disqualification. The City of Brentwood reserves the right to reject any

proposals and/or waive any formalities in the solicitation process. Furthermore, each Bidder should carefully examine this RFP and all attachments and exhibits. Each Bidder shall judge for itself all conditions and circumstances having relationship to the proposal. Each Bidder will be responsible for taking such actions, as they deem necessary or prudent prior to submitting a proposal. Failure on the part of any Bidder to take such actions shall not constitute grounds for declaration of not understanding the conditions with respect to making its proposal. Each Bidder is responsible for reading and understanding this RFP, including, but not limited to, these instructions for submitting a proposal. Bidder's failure or neglect to review any provided provisions of an agreement and the provisions of this RFP will not relieve such Bidder of any contractual obligations contained in an agreement or required under the RFP. Bidder shall have no claim for relief based upon a lack of knowledge of the content or legal effect of any such provision.

E. Response Format, Requirements, and Evaluation Criteria.

Please submit one (1) original, and one (1) electronic copy of the complete proposal response including any attachments, on a WINDOWS PC flash drive (verify all files are on disc/flash drive prior to submitting proposal) of the following materials to the address set forth in Section III (C). **Proposals submitted electronically (i.e. Email) WILL NOT be accepted.**

1. Cover page: The cover page of each must be on the bidder's letterhead, signed and dated by a duly authorized representative of the bidder, and must include the following information:
 - Total bid price for all specified work
 - An executive summary/vendor profile, documenting qualifications and experience.
 - Three (3) professional references. Include a contact name, email, and number for each one.
2. Preparation of Proposal - Proposal should be submitted in the following format:
 - Vendors Response Sheet with detailed pricing
 - A sample of work representative of the work you will be providing for the City of Brentwood
 - Iran Divestment Act Certification Form
 - Indemnification Agreement
 - Exceptions, if any
3. In addition, any material that will add to the persuasiveness of your proposal may be included. However, if the materials do not directly address the stated requirements, please include them in an appendix or a separate volume. The City will review and consider all material submitted, but will concentrate on the material that directly addresses the City's stated needs. Your proposal must be signed and dated in ink by the owner, partner, or corporate officer of the company or by an agent duly authorized to represent the contractor under this proposal. Include the name and position held within contractor's organization.
4. Specifications/Exceptions: All bids are expected to meet the specifications included with these bid documents. Any deviation or variance from the specifications must be identified by the bidder as an exception and described in detail, referencing the applicable subsection number.
5. Bidder must complete the Vendor Response section of the RFP.

IV) SELECTION PROCESS

A. Selection Process.

The City of Brentwood may, as it deems necessary, conduct discussions with Responsive and Responsible Bidder(s) determined to be reasonably susceptible of being selected for award for the purpose of clarification to assure full understanding of, and responsiveness to solicitation requirements. Award(s), if made, will be made to the Responsive and Responsible Bidder(s) whose proposal and qualifications are most advantageous to the City of Brentwood. The City of Brentwood reserves the right to contact any and all references to obtain, without limitation, information regarding the Bidder's performance on previous projects. A uniform sample of references will be checked for each short-listed Bidder. Should a successful contract negotiation not be reached in a timely manner, the City of Brentwood reserves the right to select another Bidder as the vendor.

B. Evaluation of Proposals.

The City of Brentwood staff will first examine proposals to eliminate those which are clearly non-responsive to the stated requirements. The City of Brentwood reserves the right to withdraw this RFP at any time, for any reason, and to issue such clarifications, modifications, and/or amendments, as deemed appropriate. Receipt of a proposal by the City of Brentwood of a submission of a proposal offers no rights upon the Bidder/proposer nor obligates The City of Brentwood in any manner. The City of Brentwood reserves the right to waive minor irregularities in proposals, provided that such action is in the best interest of the City of Brentwood.

V) RULES AND GUIDELINES

1. Bid price: The bid price shall include the cost of all equipment, labor, materials, and any required trade or professional license fees (including business license fees and permit(s), if necessary), necessary to render the specified services.
2. Licenses and permits. The successful bidder shall obtain all required licenses and permits (if any), in accordance with applicable state and local codes, necessary to render the specified service(s), including but not limited to: trade and/or contractor licenses; state, county and/or city business licenses.
3. Payment terms: Unless otherwise agreed to in writing between the successful bidder and the City, payments by the City will be made within 30 days after receipt of an accurate, complete and itemized invoice for the work specified
4. Applicable laws and regulations: All applicable federal and state laws, city ordinances, orders, rules and regulations of all authorities having jurisdiction over the specified work shall apply to the successful bidder, and they will be deemed to be included in these specifications the same as though they are written out in full herein.
5. Confidential and/or proprietary information; trade secrets. All contents of all submittals are subject to public disclosure and shall not contain any confidential and/or proprietary information and/or trade secrets. Further, by submitting its bid, the bidder indemnifies and holds the City of Brentwood harmless against any loss or damage, including reasonable attorney fees, it may incur as a result of the City's reliance upon the bidder's representation that materials supplied by the bidder do not contain trade secrets or proprietary information which is not subject to public disclosure.
6. Compliance with law: The successful bidder shall comply with all federal, state, county

and local laws, ordinances, statutes and regulations.

7. Antidiscrimination: The successful bidder, in performing the work covered by these bid documents, shall not discriminate against any person seeking employment with or by the bidder because of sex, race, color, religion, creed, age or national origin.
8. Agreement to procurement terms and conditions: By submitting a bid, each bidder certifies that they have read and accepts all terms, conditions and requirements of this solicitation. All procurements by the City of Brentwood are also subject to Section 2-209 (Purchasing) of the Brentwood Municipal Code, a copy of which may be reviewed at the office of the City Recorder, or online at www.brentwoodtn.gov.
9. Governing law: Any dispute or default arising from the work described in these bid documents shall be governed by the laws of the State of Tennessee. Bidders agree to submit to the jurisdiction and venue of the courts of Williamson County, Tennessee, or the federal district court of the Middle District of Tennessee.
10. Bid expiration: Prior to award, all bids and associated pricing as submitted shall be considered valid and may be accepted by the City for as long as the bidder is willing to do so but for at least 90 days after the bid opening.
11. Selection criteria: Selection of the lowest and best responsive and responsible bid shall be based upon a combination of some or all of the following factors: the quoted purchase costs and/or life-cycle costs to the City of bids that are responsive to the solicitation; compliance with the City's instructions, specifications and procurement terms and conditions; any terms and conditions stated by the bidder in the bid; anticipated timeliness of delivery of the bid item(s); the character, integrity and reputation of the bidder; the results of any reference checks; and any prior experience of the City of Brentwood with the bidder and/or the bid item(s) and/or any component thereof.
12. Award: The project will be awarded by the City's Board of Commissioners to the bidder who submits the lowest and best responsive and responsible bid. The City reserves the right to reject any and/or all bids, and to accept any bid, which, in its determination, may be for the best interest of the City. **Bids are tentatively scheduled to be awarded on June 25, 2018.**
13. Other documents to be required of the successful bidder: Prior to issuance of a City purchase order and/or an authorization, to proceed with the project, the successful bidder must provide the following documents: a. Indemnification Agreement, as included with these bid documents, executed in full by a duly authorized representative of the bidder; b. Certificate of Insurance that meets or exceeds the City's insurance requirements (see below); and c. IRS Form W-9 (forms available upon request from the City's Finance Department.)
14. Insurance: The successful bidder shall comply with the laws of the State of Tennessee regarding employment and payment of employees. Bidder shall maintain insurance satisfactory to the City to protect both itself and the City from claims under workers' compensation acts and from any other demands for personal injury, deaths or property damage which may arise from operations under the work performed by the bidder for the City, whether such operations be by the bidder or any subcontractor or anyone directly or indirectly employed by either of them. Certificates of such insurance, naming the City as an additional insured, shall be filed with the City Attorney and shall be subject to approval for adequacy of protection.
15. Termination: If, through any cause, the successful bidder shall fail to fulfill in a timely and

proper manner the obligations imposed by these bid documents, or if the successful bidder shall violate any of the terms or conditions of the bid documents, the City, through the City Manager, shall thereupon have the right to terminate the work by giving written notice to the successful bidder of such termination and specify the effective date thereof. In such event, all materials and supplies delivered to the work sites for the work to be performed for the City shall, at the option of the City, become the City's property and the bidder shall be entitled to receive just and equitable compensation for any work satisfactorily completed to the point of termination.

16. Errors and Omissions:

- a. Uncorrected errors made by the bidder in the bid or elsewhere in the materials submitted by the bidder shall be considered on a case-by-case basis by the City. Uncorrected errors made by the bidder may be deemed by the City to be so severe as to make the bid non-responsive. At the discretion of the City, bidders may be permitted to clarify a submitted bid, but no bid shall be altered or amended by the bidder after submittal. In the case of a discrepancy between the bidder's unit price for a particular line item as quoted in the bid and the unit price calculated by dividing the bidder's extension price for that same line item by amount of the quantity indicated for that same line item, then the bidder's unit price for that line item as quoted in the bid shall prevail.
- b. Omissions from a bidder's submittal shall be considered on a case-by-case basis by the City. Omissions may be deemed by the City to be so severe as to make the bid non-responsive. At the discretion of the City, bidders may be permitted to clarify or supplement materials accompanying a submitted bid, but no bid shall be altered or amended by the bidder after submittal.

Vendor: _____

Do you meet specifications _____ Yes _____ No (if no, attach explanation)

Address of Vendor: _____

Telephone: _____

Number of years in business: _____

References: Vendor must provide information on three (3) references. Provide client name, contact person and telephone number.

1. _____

2. _____

3. _____

The Vendor has read and fully understands the Request for Proposals and all instructions and requirements therein and agrees to fully comply therewith, except for any alternative described in the Vendor's response to the RFP and accepted by the City of Brentwood including the Iran Divestment Act.

Signature

Date

Printed Name

Title

Name of Firm/Company

IRAN DIVESTMENT ACT REQUIREMENTS

Pursuant to *Tennessee Code Annotated* § 12-12-106 (as enacted by Chapter 817 of the Public Acts of 2016) the chief procurement officer for the State of Tennessee shall publish a list of persons determined to be engaging in investment activities in Iran. The list is posted on the website of the Tennessee General Services Department's Central Procurement Office*. When competitive bidding is required, *Tennessee Code Annotated* § 12-12-111 requires every bid or proposal submitted to a local government for goods or services to include the following statement, subscribed or affirmed by the bidder as true under the penalty of perjury:

CERTIFICATION

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to *T.C.A.* § 12-12-106.

Signature

Date

Printed Name

Title

Name of Firm/Company

*

[https://tn.gov/assets/entities/generalservices/cpo/attachments/List of persons pursuant to Tenn. Code Ann. 12-12-106. Iran Divestment Act-July.pdf](https://tn.gov/assets/entities/generalservices/cpo/attachments/List_of_persons_pursuant_to_Tenn._Code_Ann._12-12-106.Iran_Divestment_Act-July.pdf).

Indemnification Agreement
a form required of Bidders and Proposers on purchases of services for the
City of Brentwood, Tennessee

On behalf of Bidder/Proposer, _____ agrees that:
(printed name of person signing Agreement)

1. He or she is the _____ of
(Owner or Authorized Partner, Officer, Representative or Agent of Owner)

(legal name of entity submitting bid or proposal)

the Bidder or Proposer who has submitted the attached bid or proposal;

2. The Bidder or Proposer is fully informed respecting the preparation and content of the attached bid or proposal and of all pertinent circumstances respecting such bid or proposal;
3. The Bidder or Proposer agrees to indemnify and save the Government of Brentwood, the City of Brentwood and individual, on or off duty, officers, and employees of the City of Brentwood, harmless from any and all losses, damages and expenses, including court costs and attorney's fees, by reason of any loss, whatsoever, arising out of or relating to or in consequence of the work done in connection with the contract of which this Agreement is a part, excepting only such losses as shall be occasioned solely by the negligence of the City of Brentwood; and
4. This Agreement is made on personal knowledge.

(Signature of person whose printed name appears above)(Title of person whose printed name appears above)